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ABSTRACT

More than 600 entries are contained in this annotated bibliography of materials concerning the effects of television advertising on children. Entries are alphabetized by author and are divided into the following categories: special interest articles; general interest articles; books and pamphlets; government publications; transcripts of oral presentations; completed research, studies, and reports; research proposals and research-in-progress; unpublished works; bibliographies on childrer and advertising; and references of related interest. (FL)

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CHILDREN AND ADVERTISING: A BIBLIOGRAPHY

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FOREWORD

This bibliography on children and advertising was prepared by the CLEARINGHOUSE FOR RESEARCH ON CHILDREN'S ADVERTISING. The CLEARINGHOUSE was established by the Children's Advertising Review Unit, a part of the National Advertising Division of the Council of Better Business Bureaus, Inc. The CLEARINGHOUSE was established in December 1977, for the purposes of:

--Providing a bibliography of completed research dealing with the broad area of advertising directed to children.

--Providing a source of information on research currently being conducted or considered.

--Providing analyses of new key studies by the academic advisors to the Children's Unit.

The CLEARINGHOUSE is a non-profit endeavor acting in the interests of the public, the research community and advertising policy-makers. It is intended to be an operational bridge between researchers and advertising policy-makers, to create an awareness of existing research and encourage future research on advertising to children.

Academic and industry researchers across the country have been asked to cooperate by keeping the CLEARINGHOUSE informed of their work. Readers of the bibliography are encouraged to supply further titles to the CLEARINGHOUSE for addition to the bibliography.

The bibliography includes research as well as books, articles, speeches, statements and testimony which may be pertinent to the effects of advertising on children. It does not include the rather substantial literature which relates primarily to the effects of television programming on children, except in those specific instances where a book or article may deal with both advertising and program content. It also does not attempt to include the extensive literature on child development, which many would regard as germane. As exceptions, some titles are included which pertain to child consumer learning and socialization and nutritional practices.

The National Science Foundation Report, Research on the Effects of Television Advertising on Children: A Review of the Literature and Recommendations for Future Research, is the starting point of this bibliography. The Children's Unit is grateful for the help of NSF and many others in publishing this current bibliography.

Copies of the bibliography, which will be periodically updated, are available for $5 each.

The CLEARINGHOUSE does not maintain copies of the articles and publications cited in the bibliography.

Children's Advertising Review Unit: A Brief Background

The Children's Unit was established in 1974 as a part of the National Advertising Division of the Council of Better Business Bureaus. NAD, along with the National Advertising Review Board, aims to assure the truth and accuracy of national advertising. In addition to matters of truth and accuracy, the Children's Unit seeks to assure that advertisements directed to children are also fair to children's developing perceptions. NAD and its Children's Unit are supported by business to carry out this major self-regulatory effort in the public interest.

The basic activity of the Children's Unit is the on-going review and evaluation of advertising directed to children under twelve years of age. This is accomplished through the monitoring of print, television and radio media and review of advertisements provided by advertisers on a voluntary basis. The Children's Unit also responds to complaints on specific advertisements from the public at large.

When advertising is found inaccurate or unfair to children's perceptions, the Children's Unit seeks modification or discontinuance through the voluntary cooperation of advertisers. The resolution of children's advertising challenges are reported in NAD's monthly press release, which includes all cases closed in the previous month.

The Children's Advertising Guidelines, published by the Children's Unit, provide the basis for investigating advertising directed to children. They are periodically revised to reflect new insights gained from experience and research relating to children and advertising. Besides dealing with the truth and accuracy of advertising claims, the guidelines also include sections on social values, product presentations, pressure to purchase, endorsements, safety and premiums.

Seven academic consultants, all with distinguished backgrounds in child psychology, the behavioral sciences and nutrition, are retained to counsel the Children's Unit. These consultants assist the Children's Unit in evaluating advertising directed to children. From time to time, they also evaluate research data provided by advertisers in support of advertising claims. They also assist the Children's Unit in the revision of guidelines and in dealing with the many issues affecting children and children's advertising.

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